



WEWS

ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **307881 /**

Original Date / Revision
08/14/12 09/18/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product

PUSA Action TV 09.18-09.24.12

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1561**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 41100

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	41	\$34,935.00	\$41,100.00	0.00
Totals	41	\$34,935.00	\$41,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	41	\$34,935.00	\$41,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----	0		\$0.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	M-----	1		\$2,000.00		0.00						
N 2	WEWS	09/18/12	09/24/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00



WEWS

Print Date: 09/24/12

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Contract / Revision **307881** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**Product **PUSA Action TV 09.18-09.24** Estimate # **1561**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week:		09/24/12	09/30/12	M-----					1	\$1,400.00		0.00			
N 3	WEWS	09/18/12	09/24/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week:		09/24/12	09/30/12	M-----					1	\$750.00		0.00			
N 4	WEWS	09/18/12	09/24/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week:		09/24/12	09/30/12	M-----					1	\$1,000.00		0.00			
N 5	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week:		09/24/12	09/30/12	M-----					1	\$900.00		0.00			
N 6	WEWS	09/18/12	09/24/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,200.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 7	WEWS	09/18/12	09/24/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$650.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 8	WEWS	09/18/12	09/24/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/17/12-09/23/12		Criminal Minds		1135p-105x	-----Sa--	:30		(\$400.00)		0.00	NM		
See MG 8.2															
[N/A PGM CHG TO PLACE - SA/SU CRIMINAL MINDS LATE - AIRS 1-2XM]															
2	WEWS	09/17/12-09/23/12		SA 12a-1a CSI Miami Late		12a-1a	-----Sa--	:30		\$400.00		0.00	NM		
Ⓜ MG for 8.1 09/22															
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 9	WEWS	09/18/12	09/24/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,100.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 10	WEWS	09/18/12	09/24/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 11	WEWS	09/18/12	09/24/12		CM	4-430a	MTWTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00



WEWS

Print Date: 09/24/12

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Contract / Revision **307881** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA Action TV 09.18-09.24** Estimate # **1561**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				4-430am America This M											
				4-430a America This Mon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WT---		2				\$200.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 12	WEWS	09/18/12	09/24/12	M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				M-F 1202a-107a Jimmy K											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$600.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 13	WEWS	09/18/12	09/24/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WT---		2				\$1,200.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 14	WEWS	09/20/12	09/24/12	M-F 730-8P	CM	730-8p	M--T---	:30	1	\$1,100.00	P-1	0.00	NM	2	\$2,400.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	M-----		1				\$1,300.00		0.00			
N 15	WEWS	09/18/12	09/24/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$1,100.00	P-1	0.00	NM	2	\$2,400.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----		1				\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	M-----		1				\$1,300.00		0.00			
N 16	WEWS	09/20/12	09/20/12	M-Su 630-7p WNT	CM	630-7p	---T---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				M-Su 630-7p WNT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$2,000.00		0.00			
N 17	WEWS	09/18/12	09/24/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T--F--		2				\$1,800.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 18	WEWS	09/18/12	09/24/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$1,400.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 19	WEWS	09/18/12	09/24/12	M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
				M-F 4-5p Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F--		2				\$900.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 20	WEWS	09/18/12	09/24/12	M-F 3-4P Katie	CM	3-4p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				M-F 3-4p Katie											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2				\$1,000.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 21	WEWS	09/18/12	09/24/12	M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T--F--		2				\$700.00		0.00			



WEWS

Print Date: 09/24/12

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Contract / Revision **307881** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA Action TV 09.18-09.24** Estimate # **1561**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WEWS	09/18/12	09/24/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N22	WEWS	09/18/12	09/24/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WT---					2	\$900.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N23	WEWS	09/18/12	09/24/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TW-F--					3	\$1,200.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N24	WEWS	09/18/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T--F--					2	\$700.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N25	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-T---					2	\$850.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N26	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$850.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N27	WEWS	09/18/12	09/24/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W-F--					2	\$650.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
													Totals	41	\$41,100.00